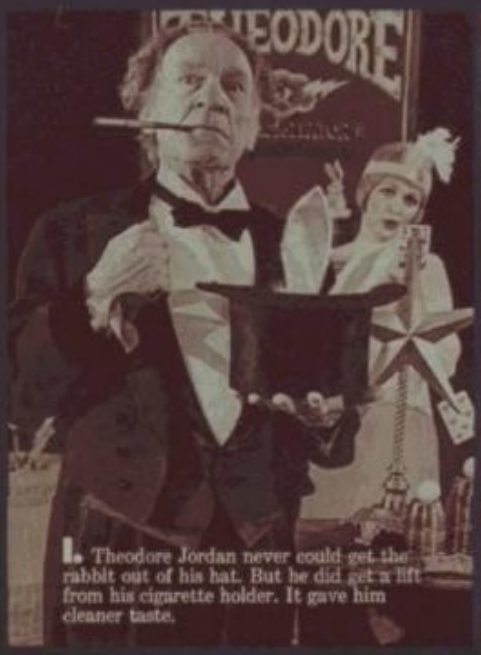
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 564—Magician—Reg. No. 99016—Page—4/C bleed—8⅝ x 11¼ inch—National Magazines, 1975 (B)
Printed in U.S.A.

Parliament. The recessed filter cigarette.



1. Theodore Jordan never could get the rabbit out of his hat. But he did get a lift from his cigarette holder. It gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's the neatest trick in smoking.

It works like a cigarette holder works.

Kings: 14 mg. "tar," 0.8 mg. nicotine
100's: 17 mg. "tar," 1.1 mg. nicotine
av. per cigarette, FTC Report Oct. '74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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